

Autobiographical anticipations: Implications for New Product Concept Testing

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Methods for early product concept testing

- 'why'-methods

- 'how'-methods

Autobiographical anticipations

- autobiographical memories

- simulating the future

 - involve the self

 - involve contextual detail

 - involve imagery

 - involve affect

 - influence attitudes

Method

design 2x2

-how vs why

-fear vs fun

Philips *stimuli* 'vision of the future'

-10 new concepts

videotapes plus sheet

5 vs 5 fear - fun

counterbalanced

Subjects

-N=60 about 16 years old

30 vs 30 how - why

Date *fieldwork* may 9, 1996.

Questionnaire / Data

Introduction

Q1 Why would you use this product in the future? Give some reasons for this.

Q1 How would you use this product in the future? Describe some situations that clearly indicate how you would use the product.

Q2 11 rating scales

..for me..

..would I buy..

..is realistic..

..is funny..

..provides solution..

Q3 Could you describe in a few lines what (concept) is?

Results / Expectations

'how vs why'

some early indications

'how' leads to

- more anxiety for 'fear'
- more positive thinking for 'fun'
- more analytic
- more descriptions?

Results / Expectations-2-

open questions need a lot of coding/theory in terms of:

- self related
- affect
- detail
- influential
- descriptive categories

evaluations

- richness
- emotion

Discussion

Experimental setting

- smaller groups
- imagery / fantasy

Questions

- more elaborate

Contingency

- type of person: young vs old
- type of product

Presentation format

- sketch vs video
- sketch vs final concept